

THE
FUTURE
OF
AMERICA'S
NATIONAL
PARKS

First Annual
Centennial Strategy for

Lyndon B. Johnson National Historical Park

August 2007

CENTENNIAL INITIATIVE



Site: LYJO

Year: 2007

Vision Statement

The centennial effort of Lyndon B. Johnson National Historical Park is to open previously closed areas of the LBJ Ranch to the public as soon as possible. This will be accomplished in phases. The park obtained the life estate of Mrs. Lady Bird Johnson in the summer of 2007, and the park's major focus is the required maintenance and exhibit preparations needed to prepare the Texas White House for park visitors. In addition to the preparations on the Texas White House, the Hangar is being renovated as an exhibit and interpretive contact area where visitor services will be provided at the LBJ Ranch. Plans are underway to retire the aging tour bus fleet during the next few years and to allow private vehicles onto the ranch. Toward this effort, commercial buses will soon have a step-on ranger provide a tour rather than having the passengers relocate to a park tour bus. Other visitor opportunities being considered for the LBJ Ranch are biking and hiking tours. The park will continue to work with specific groups for special events held at the LBJ Ranch.

Park/ Superintendent/ Program Manager

Russ Whitlock, Superintendent

Site: LYJO

STEWARDSHIP

Provide inspiring, safe, and accessible places for people to enjoy - the standard to which all other park systems aspire.

Other Park/ Program performance goal(s)

Two items in the vision statement addresses this goal, opening the Texas White House for visitors and retiring an ageing and expensive bus operation. The bus operation would be replaced with private auto tours of the LBJ Ranch. The opening of the Texas White House provides for public education and enjoyment.

The work described currently is supported by OFS and/ or PMIS

Site: LYJO

ENVIRONMENT

Inspire an environmental conscience in Americans.

Establish programs to showcase exemplary environmental practices and increase visitor awareness of how the practices apply to their daily lives, as measured by surveys.

Lyndon B. Johnson National Historical Park encourages an environmental awareness through such programs as those planned for 2008. These include a Celebration of the Wilderness Act of 1964, programs on Lyndon Johnson and the Environment, and partnering with the Lower Colorado River Authority (LCRA) to install a live river monitor at the park visitor center.

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Demonstrate environmental excellence through increased use of alternative energy and fuels at every park.

Lyndon B. Johnson National Historical Park continues to review the park fleet and replaces with alternative and hybrid vehicles when appropriate and possible.

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Site: LYJO

RECREATION

Expand partnerships with schools and boys and girls associations to show how national park experiences can improve children's lives.

Other Park/ Program performance goal(s)

The recently formed Friends Group for Lyndon B. Johnson National Historical Park is partnering with the park to extend the education program of the park. Efforts are being made to reach youth and to show them the benefits and opportunities they have as a result of the work of President Johnson. Special events will be continued in the park for youth.

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Site: LYJO

EDUCATION

Cooperate with educators to provide curriculum materials, high-quality programs, and park-based and online learning.

Other Park/ Program performance goal(s)

Lyndon B. Johnson National Historical Park will continue to work with teachers and their curriculums to include information about the history, contributions, and legacy of Lyndon B. Johnson, the park, and the National Park Service. The recently formed Friends Group plans to assist with this program.

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Site: LYJO

PROFESSIONALISM

Promote a safety and health culture for all employees and visitors.

Reduce the number of employee lost-time incidents and serious visitor injuries by 20 percent.

Lyndon B. Johnson National Historical Park promotes safety in every aspect of park operations. The park has a working safety committee and a park safety officer (collateral duty) to assist management in keeping an emphasis on safe park operations. Employees are encouraged to think safety in all aspects of their life and are held accountable for wearing appropriate protective equipment and performing their jobs in a safe manner. Park equipment is checked for wear and tear as well as appropriate safety measures. Job sites are inspected regularly for hazards and those found are corrected timely. Employees are regularly provided safety training. Tailgate safety meetings are routinely held with emphasis on new equipment and changes in job duties and sites.

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Other Park/ Program performance goal(s)

As the park prepares for and opens the LBJ Ranch to private auto tours, staff will continue to monitor for potential hazards for both staff and visitor. Hazards identified will be dealt with timely. New programs will be monitored for potential safety hazards. Safety messages will be provided to visitors as hazards, such as excessive heat or flash flooding, are identified.

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